FSC-79-B	5/7/98
SUBJECT:	No Bull 5 Round 3 - Brickyard 400 Indianapolis

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep

Objective: Communicate details of the "No Bull 5" third round direct store delivery materials (will be 2 shipments of DSD materials for Round 3).

Purpose: Ensure "No Bull 5" materials are placed in specified Partners accounts in a timely manner due to the short timeframe prior to the Brickyard 400 race in Indianapolis on August 1.

Direct Store Delivery

First Shipment:

- Materials will be delivered to retail beginning the week of May 25.
- Two different "No Bull 5" kits will be shipped to our partners in the below listed segments:

Independent Kit: CN, GS, LQ, OH, + ALL CS, RS, BI	Chain Kit: CN, LQ
Easel Card with Ballots	Easel Card with Ballots
5 x 3 Banner	Pocket Race Schedule
Pocket Race Schedule (Cup and Drag)	Letter from WINSTON
Letter from WINSTON	

Second Shipment:

- Materials to arrive at retail the week of July 2.
- Only one kit will be shipped to the following segments: CN, GS, LQ, OH, SF, TB, BI, RS, CS.
  - Accounts with a contract and a volume of 75+ CPW.
- Kit will contain the following:

WINSTON Round 3 (Version 2) DSD Kit
WINSTON Penny Tray with New Ballots
WINSTON Driver Specific Paster
WINSTON Matches
Letter from WINSTON

- Balance of the ballots in the DSD kits are the same as Round 1 ballots and are valid for the entire year.
- Additional advertising will be available for order to those stores not included in the mailing. Details on availability will follow.
- It is imperative to sell retailers on obtaining their assistance in placing the "No Bull 5" Round 3 pieces. Only a short window of time is available to expose the newest "No Bull 5" drivers, qualified in Charlotte, for the upcoming Indy race.

Program Contact: Lori O'Connor, extension #3019

R. J. REYNOLDS TOBACCO COMPANY

51856 5881

Source: https://www.industrydocuments.ucsf.edu/docs/mhhn0000

To: Noonan, R, Alessandra, C, Battle, Herbert, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Norris, Chuck H., Shoft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Mcgowan, Richard J., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 5/8/98 9:07
Opened: 5/8/98 10:26
Subject: FWRD: No Bull 5 Round 3-Brickyard 400 I

forwarding the following - a copy will be sent to all RR's in next week's mailing....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: No Bull 5 Round 3-Brickyard 400 Indy (F
Posted: 05/07/98 11:12
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note
From: Davis, Carla C.
To: 1000 - North East Sales Area
1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisurg Chain
1744 - Cleveland Chain
1800 - Cinncinati Region
1810 - Cinncinati ROU
1840 - Cinncinati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain
Albers, Gary <KAM> 1846
Alessandra, Cheryl <AM> 1645
Battle, Herbert <AM> 1642
Belniak, Mike <KAM> 1140
Bomgardner, Denny L. <KAM>1340
Burke, Helen <AM> 1142
Casabella, Terry <AM> 1842
Coleman, Brian <KAM> 1744
Cook, Bruce A. <AM> 1642
Divito, Patrick <AM> 1740
Dobrowolski, R E. <ROM> 1710
Duszynski, Renee <KAM> 1645
Evanchik, Audrey E. <AM> 1240
Fitzin, Thomas J. <RBM> 1100

51856 9882

Source: https://www.industrydocuments.ucsf.edu/docs/mhhn0000

Weber, Fred <RBM> 2600
Williams, Duane <ROM> 2610
Subject: No Bull 5 Round 3-Brickyard 400 Indy (FSC-79-B, 5-7-98)
Date: 1998-05-07 11:12
Priority: 3
Message ID: 6AE1BF00A8E5D111A4F800805FE66D93
Conversation ID: No Bull 5 Round 3-Brickyard 400 Indy (FSC-79-B, 5-7-98)
Attachments:
FSC79B.DOC

[[FSC79B.DOC : 3873 In FSC79B.DOC]]

CC: MacWilliams, Lori, Amos, Janet E.

51856 9883

Source: https://www.industrydocuments.ucsf.edu/docs/mhbn0000